

# HOLE NOTES

Official Publication  
of the  
Minnesota Golf Course  
Superintendents' Association

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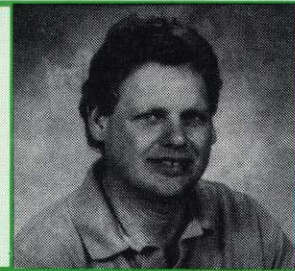
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## FROM YOUR PRESIDENT'S DESK

### Supplying Knowledge



In an introductory marketing class in college, my instructor asked us what role retailers played in the economy. Not surprisingly, many students replied, "They just buy stuff, then mark it up about double, and sell it again. They're profiteers!" Good answer, Einstein. Your degree is in the mail. But, as we roll into the gut of the buying season, the role of our suppliers should not be overlooked or taken for granted.

Vendor, affiliate, associate, sales consultant, technical representative, sales representative, territory manager. . . the list of terms used to describe or identify the people and firms that golf course superintendents purchase equipment and supplies from is only as short as the imagination. Although sometimes maligned, these suppliers fill a service and distribution need, and, in a substantial way, educate and inform their customers. In addition, affiliate members of the MGCSA provide welcome support to our association.

Many of the functions that the vendors perform are quite obvious, such as providing technical product information, service information, usage guidelines, etc. There are, however, many other less obvious ways that many suppliers help superintendents do their jobs. One such way is their ability to disseminate information. For example, if course A is embarking on a tee construction project, the best help he could get is from another superintendent who has recently completed such a project. The salesperson (who sees every superintendent in the area) is likely to know of just such a person. He tells course A to talk to Hank, up the road, and just like that, valuable information has been shared. Hank lets course A in on a few secrets, warns them of some pitfalls, and in the end saves course A time and money. In another case, the sales person sees a superintendent who is perplexed over a broken zigzety shaft on a mower. He informs him or her that there was an update on that particular mower, and a call to the service department will provide all the new information. The superintendent is once again helped out of a jam. Think of how many times a supplier has put you in touch with the right resource at the right time. In most cases it probably didn't involve a commission, either.

**The importance of affiliate members in the MGCSA was underscored** a few years ago when two director positions were opened to them. Since that time, I have had the opportunity to serve with some hard working, dedicated individuals who are truly interested in the betterment of our association. I believe that they have given of themselves not for financial gain or increased sales, but for the same reason superintendent directors give of themselves — to make our association stronger and more beneficial to its members, and to advance our profession. At the risk of sounding patronizing, I would like to publicly thank all of the MGCSA Affiliate members who have helped superintendents in a variety of ways, and worked to make our association better.

**I would like to welcome Tom Fischer, CGCS to the Board of Directors** of the MGCSA. Tom is a past president of our association, and brings with him a wealth of knowledge and experience. Mr. Fischer will succeed Tom Parent who resigned from the Board last month. Mr. Parent has embarked on a new career in the field of golf course agronomics, and I wish him all the best. So thank you Tom, and welcome Tom. — Fred Taylor, MGCSA President

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